

## **APPENDIX D**

### **COPIES OF LETTERS PREPARED FOR STATE AND LOCAL AGENCIES AND LARGE-SCALE END USERS**



August 12, 2004

«Title» «First\_Name» «Last\_Name»  
«Company\_Name»  
«Address\_Line\_1»  
«Address\_Line\_2»  
«City», «State» «ZIP\_Code»

Dear «Title» «Last\_Name»:

The U.S. Department of Energy (DOE) is developing a campaign to educate key target audiences about hydrogen technology. In preparation for this effort, DOE's Hydrogen, Fuel Cells, and Infrastructure Technologies (HFCIT) Program is surveying four target audiences to assess the current level of awareness and understanding of hydrogen and fuel cell technologies. The results of these surveys will inform, focus, and help ensure the effectiveness of the education campaign and will also provide a baseline for comparison with future knowledge and opinion surveys.

The four target audiences are the general public, the education community, potential commercial end users, and state and local governmental agencies. For the state and local government category, primary agency representatives of State Energy Offices, Departments of Transportation, and Departments of Environmental Protection will be contacted. On the local level, offices of the mayors of largest cities and executives of largest counties (in population) will be contacted.

In the next few weeks, you, in your capacity as agency representative, will be contacted by Opinion Research Corporation, an independent public opinion research firm requesting your input for the HFCIT survey. We encourage and appreciate your participation. The survey, which will be conducted over the phone, takes about 10-12 minutes to complete. Your response is voluntary; however, every response is extremely important. None of the responses will be associated with you or your office in any way, and the survey will be treated as confidential. There will be both technical and opinion questions, but in all cases "no opinion" or "don't know" are perfectly acceptable responses.

The education campaign and scientific survey are being conducted pursuant to the National Energy Policy (May 2001). Notices of the surveys appeared in the *Federal Register* on August 12, 2003, and January 12, 2004. For more information about DOE's hydrogen program or the President's Hydrogen Fuel Initiative, please visit [www.eere.energy.gov/hydrogenandfuelcells](http://www.eere.energy.gov/hydrogenandfuelcells). If you have any questions, please contact Christy Cooper of my staff, at 202-586-1885.

If you need to assign someone in your office to take the survey as the agency representative, please contact Janet Ulrich, Opinion Research Corporation, 609-452-5464 and provide the name, title, and phone number for the person who will take the survey in your place. Thank you in advance for your help in this extremely important survey.

Sincerely,



Steve Chalk, Program Manager, HFCIT Program  
U.S. Department of Energy

September 3, 2004

Dear Respondent:

The U.S. Department of Energy (DOE) is developing a campaign to educate key target audiences about hydrogen technology. In preparation for this effort, DOE's Hydrogen, Fuel Cells, and Infrastructure Technologies (HFCIT) Program is surveying four target audiences to assess the current level of awareness and understanding of hydrogen and fuel cell technologies. The results of these surveys will inform, focus, and help ensure the effectiveness of the education campaign and will also provide a baseline for comparison with future knowledge and opinion surveys.

The four target audiences are the general public, the education community, state and local governmental agencies, and potential commercial end users.

You, in your capacity as representative of a potential large-scale end user of hydrogen and/or fuel cell technology, will be contacted by Opinion Research Corporation, an independent public opinion research firm requesting your input for the HFCIT survey. We encourage and appreciate your participation. The survey, which will be conducted over the phone, takes about 10-12 minutes to complete. Your response is voluntary; however, every response is extremely important. None of the responses will be associated with you or your organization in any way, and the survey will be treated as confidential. There will be both technical and opinion questions, but in all cases "no opinion" or "don't know" are perfectly acceptable responses.

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Sincerely,

A handwritten signature in black ink, appearing to read "S. Chalk". The signature is fluid and cursive, with a long horizontal stroke at the end.

Steve Chalk, Program Manager, HFCIT Program  
U.S. Department of Energy